THINK INDIA JOURNAL

ISSN:0971-1260
Vol-22- Issue-14-December-2019

A Pilot Study ofMotivation, Growth, Performance and Problems of Women Entrepreneurs in Punjab

Rashmi Sharma, Research Scholar, IK Gujral Punjab Technical University, Kapurthala
(currently working as Associate Professor, Kanya Maha Vidyalaya, Jalandhar)
Dr. Rajesh Bagga, Director, Apeejay Institute of Management&Engineering, Jalandhar

Abstract

This study describes the pilot testing process and the actual improvements made to the study design and the research process before commencing the main and descriptive research study on motivation, growth, performance and problems of women entrepreneurs in Punjab. A pilot test was conducted to examine the feasibility of the survey questionnaire and data collection processes and also to assess the validity of the final study. A thorough study of various research articles on the problems, growth, motivation and performance of women entrepreneurs helped in identifying,analysing and organizing various factors that influenced women entrepreneurs to start the enterprise of their own. This paperalso throws light on the benefits of conducting pilot study to the researchers involved in undertaking qualitative research (particularly to the novice researchers), theexperiences gainedand the lessons learned during the pilot study.

Keywords: pilot study, feasibility, validity, research instruments, research methods, final study, women entrepreneurs, motivation, problems, growth, performance

Introduction

Women are the architects of modern society. The growth of a nation is closely related to the growth and economic independence of women. Honourable Prime Minister Narendra Modi once said, “No country can progress if its women are not full partners in the development process." Participation of women in the economy is beneficial for everyone. Women have widened their entrepreneurial horizons and have entered the highly competitive world of business. But there is a flipside of this story which relates to barriers to women entrepreneurship. No doubt there is an increase in the number of women entrepreneurs in India, but at the same time they are facing numerous challenges which are acting as major hurdles in their growth and performance- lack of financial assistance, dual responsibilities, stiff competition from their male-counterparts, lack of proper training and education, lack of role models, lack of mobility, to name a few. Surinder Pal Singh (2008) highlighted that lack of interaction with successful entrepreneurs, social unacceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs were major obstacles in the growth of women entrepreneurs. According to Meenu Goyal and Jai Parkash (2011), male dominance, stiff competition, lack of self- confidence, social outlook, absence of support by their family members, lack of mobility, high production cost, lack of adequate information, lack of awareness about

ISSN:0971-1260
Vol-22- Issue-14-December-2019

financial assistance and absence of achievement motivation are the major obstacles in the growth of women entrepreneurs. Rincy V. Mathew and N. Panchanatham (2011) revealed that role overload, dependent care issues, quality of health, problems in time management and lack of proper social support are the major factors influencing the work-life balance (WLB) of women entrepreneurs in India. Most of the women entrepreneurs are not aware about the various promotional programs and policies announced by the Government to provide assistance to them (Sanchita, 2013). Shivani Sharma(2012) found that supplementing family income and support and cooperation of husband were the biggest strengths for the women entrepreneurs.Women need to discover their latent potential to grow in their business ventures. In order to sustain and strive for higher level of achievement, their efforts must be in sync with the changing trends in domestic as well as international markets. A.B. Siddiqui (2012) opined that the problems of women entrepreneurs can be eradicated by appropriate training, incentives, encouragement and motivation, social recognition of their entrepreneurial abilities, and family's moral support. According to Sapna Manshani & Anjna Dubey (2017), risk taking ability, innovative thinking and need for achievement are the major factors for women to become entrepreneurs. Sucheta Agarwal & Usha Lenka (2016) highlighted that support from family, friends, society, government, non-governmental organisations and financial institutions as well as skills and abilities of an entrepreneur are accountable for initiation and growth of the venture.Primarily skills like sharp communication, tactfulness, interpersonal skills, innovation, pragmatism, confidence, passion, higher education, experience are required by women entrepreneurs for the growth their business (Vikeshi Tewari & Dr. Shradha Banga Malhotra, 2014). Michael H. Morris, et al. (2006) pointed out that women who are pulled by the recognition of opportunity are significantly more growth-oriented than those who are pushed into entrepreneurship by circumstances such as job loss, economic necessity, or divorce.V. Kanti Prasad, et al. (2013) highlighted that education, parental business ownership, and network composition characteristics relative to kinship ties were not significant predictors of venture growth in an Indian context.The purpose of the main research study is to examine the factors that influence motivation, growth, performance and problems of women entrepreneurs in Punjab. The study is qualitative and the instrument used for collecting data is survey questionnaire(to be administered to women entrepreneurs belonging to different business categories). The purpose to conduct pilot study before the final study was to examine the feasibility and reliability of the survey questionnaire (as to the proper understanding of questions & instructions by respondents, to generate more statements, availability of adequate options & broad range of answers etc.) and data collection processes and also to assess the validity and viability of the final study.

Meaning and Definition of Pilot Study

A pilot study provides strong foundation for a successful research. Feasibility of the main research design can be tested with a pilot study. The applicability of the methodology of the large-scale investigation can be judged with the help of the findings of a pilot study. Collins English Dictionary defines pilot study as "a small-scale experiment or set of observations undertaken to decide how and whether to launch a full-scale project".In fact, a pilot study is a first and foremost step in a research and this applies to all types of research studies. The term 'pilot study', however, is defined as "a small-scale test of the methods and procedures to be

ISSN:0971-1260
Vol-22- Issue-14-December-2019

used on a large scale" (Porta 2008).In piloting a study, a researcher can identify or refine a research question, discover what methods are best for pursuing it, and estimate how much time and what resources will be necessary to complete the larger final version of the study (Nashwa Ismail et al.)Pilot trials are important to ensure that large randomized trials are rigorous, feasible, and economically justifiable (Arnold et al. 2009). Polit et al. (2001) define "pilot studies" as preparatory studies designed to test the performance characteristics and capabilities of study designs, measures, procedures, recruitment criteria, and operational strategies that are under consideration for use in a subsequent, often larger, study. In general, a pilot precedes and is closely related to a larger study (Eldridge et al., 2016). Tracy Payne (2019) noted that a pilot study is a research study conducted before the intended study. Pilot studies are usually executed as planned for the intended study, but on a smaller scale.

Purpose of Pilot Study

A pilot study is an element of work of a larger project or programme, undertaken to gather data to reduce risk or uncertainty in the project or programme. A pilot study can be undertaken to help in the selection of the appropriate risk mitigation strategy, or in the application of the chosen method (JRodney Turner, 2005). Leon et al. (2011), mentioned that the main purpose of conducting a pilot study is examining the feasibility of the intended approach the researchers will use in the main study.A pilot can be used to self-assess readiness, ability, and commitment as a researcher (Lancaster et al, 2004; Beebe, 2007).A pilot study is undertaken to avoid unforeseen complications in the conduct of main study. Generally, a pilot study can be used as a small version of a full-scale study or trial run in preparation for a main study. A well-conducted pilot study paves the way for making adjustments and revisions to the main study. A pilot study is important for improvement of the quality and efficiency of the main study (Junyong In, 2017). Checking the words and statements of the used scales, refining the scales items, developing scales items and research plan, and collecting preliminary data are indeed some examples for conducting a pilot study (Osama A. Hazzi, Issa Sh. Maldaon, 2015). A pilot study can be used to evaluate the feasibility of recruitment, randomization, retention, assessment procedures, new methods, and implementation of the novel intervention. (Andrew C. Leon et al. 2011).Well-designed and well-conducted pilot studies can inform researchers about the best research process and possible outcomes and is an important step in research that should not be overlooked (LaGasse, 2013).Doody & Doody (2015) highlighted that a pilot study provides a novice researcher an opportunity to gain the necessary experience of conducting the interview, using the interview guide, identifying any practical issues or difficulties in transcription, data-analysis and phenomenological interpretation.According to Miles D. Woken, the purpose of conducting pilot study can be summed up as follows:

1. It helps in evaluating the usefulness for the data collected by the researcher. It allows alterations in the data collecting methods, and therefore, helps in the efficient analysis of the data in the main study.
2. It helps to overcome unanticipated problems by providing an opportunity to the researcher to re-draft some parts of the study.

ISSN:0971-1260
Vol-22- Issue-14-December-2019

3. It helps in preliminary testing of the hypotheses that may lead to changing some hypotheses, dropping some, or developing new hypotheses.
4. It may save a lot of time and money. Unfortunately, many research ideas that seem to show great promise are unproductive when actually carried out. The pilot study generally provides enough data for the researcher to decide whether to go ahead with the main study.

Objectives of the pilot study

The objectives of conducting the pilot study were:

1. To assess the feasibility of the final study.
2. To ensure the validity of research instrument.
3. To judge the effectiveness of sampling techniques.
4. To estimate the time and resources necessary to complete the final study.

Background and Application of Pilot Study to Women Entrepreneurship

Pilot Study was conducted to judge the feasibility of the main study titled"Women Entrepreneurs in Punjab: A Study of Motivation, Growth, Performance andProblems".thoroughly analysed with reference to factors influencing the growth and performance. The study was conducted in two stages. At first, data from the DICs, RUDSETI & SISI was of women entrepreneurs in Punjab. Then research was carried out by means of a questionnaire survey based on the data obtained in the first stage. The study was preliminary and it was carried out on a sample of 30women entrepreneurs.One-to-one interviews were conducted to collect data from women entrepreneurs. Almost all the women entrepreneurs declared familiarity with the banking procedures & schemes, but the research highlightedthat many of the respondents had never asked for financial assistance from banks. Most of the respondents admitted that they are aware of government policies, programmes & schemes supporting women entrepreneurs, however, research showed that their knowledge regarding the usage of these policies, programmes & schemes is incomplete.

No specific framework has been developed for research in this field. It is very hard to find published pilot study frameworks in the field of management and social sciences, particularly in the field of women entrepreneurship. Many pilot studies have been conducted in the field of medicine, health and science. The conceptualisation and methodology used in pilot studies in the medical field provided a realistic and strong background to this paper.

Factors that motivate the women entrepreneurs and those hinder their growth are highly qualitative in nature and are generally measured along a conceptual framework and cannot be measuredin quantitative terms.The variables are highly individualized as opposed to highly standardized. But properly conducted pilot studies can greatly strengthen outcomes of the main study regardless of the field (van Teijlingen& Hundley, 2002; Cohen, Manion, & Morrison, 2007; Gudmundsdottir& Brock-Utne, 2010; Leon et al.,2011; Doody & Doody, 2015).

Pilot Study on Factors affecting Women Entrepreneurship in Punjab

ISSN:0971-1260
Vol-22- Issue-14-December-2019

Owen Doody and Catriona M Doody (2015) has given an exhaustive meaning of pilot study as follows, "a pilot study is a small-scale version of a planned study conducted with a small group of participants similar to those to be recruited later in the larger scale study". The above-mentioned concept of pilot study has been used while drafting this paper.

Participants in the Pilot Study

Women entrepreneurs who are running micro, small, medium and large-scale enterprises either in manufacturing or services sector in four most representative cities of Punjab viz, Amritsar, Ludhiana, Jalandhar & Patiala, were the participants of the pilot study. The District Industries Centres (DICs) provided the data of the women entrepreneurs registered with them.Data was also collected from Rural Development and Self-Employment Training Institute (RUDSETI), Jalandhar, Multi Skill Development Centre (MSDC), Jalandhar& Small Industries Services Institute (SISI), Ludhiana. It was originally decided that the pilot testing would include a sample of up to 15women entrepreneurs, however, keeping in view the possibility of low response rate from women entrepreneurs, the pilot sample was increased to 30 for the thorough testing of the response rate, the validity of research instrument, and the research processes planned for the main study.Table 1 shows the composition of the sample for the pilot study.

Table 1: Composition of the Sample for the Pilot Study

Industry	Micro	Small	Medium	Large	Total Number
Manufacturing	5 (17%)	4(13%)	3 (10%)	3 (10%)	15 (50%)
Services	5(17%)	4 (13%)	3 (10%)	3 (10%)	15 (50%)
Total	10 (34%)	8 (26%)	6 (20%)	6 (20%)	30(100%)

Research Instrument

Empirical data for the pilot study was collected using a questionnairesurvey with female entrepreneurs. The questionnaire in the form of face-to-face interview & telephone interview was administered to 20 out of 30 women entrepreneurs. The questionnaire covered theirdemographic and occupational profile, motivators, barriers, performance and level of awarenessregarding the schemes and policies of government and non-government organisations.Most of the pilot study questions were in five-point Likert-scale format with 5 being "strongly agree" and 1 being "strongly disagree".Some of the questions were structured offering reasonable options to respondents. The finalpilot study was comprised of 42 questions.The questionnaire had to undergo a rigorous test as to the clarity, understandability & appropriateness of the type and format of questions. Testing the questionnaire also provided a feedback on the time required to complete the questionnaire.

Process of Pilot Study

ISSN:0971-1260
Vol-22- Issue-14-December-2019

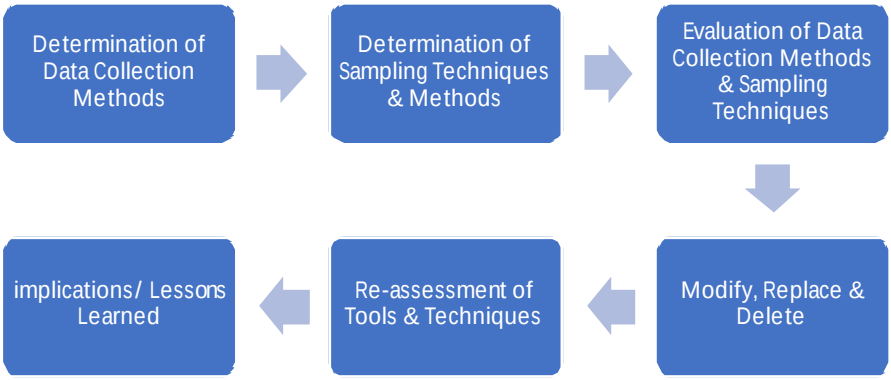

Figure 1: Steps in Pilot Study

Figure 1 highlights the steps performed while conducting the pilot study. The process started with the determination of data collection methods and sampling techniques followed by an evaluation of research instrument and toolsbased on their feasibility for the proposed study,i.e., evaluating the validity and practicability of the questionnaire. Consequent upon the evaluation, the adjustments and alterations were made in the research instrument and other aspects of the research process. The plan was re-assessed as to tools and techniques. This step may be the last opportunity to examine the study before the final data collection. All the hiccups and apprehensions in the research must be resolved at this stage. Finally, the lessons learned from the pilot study are outlined which can be used for developing a more cohesive study.

1. Data Collection

The pilot testing process continued for four weeks.The data collected from DICs,RUDSETI& MSDC wereproperly reviewed as to the type and size of the businesses run by women entrepreneurs. It was decided that the required information will be collected from women entrepreneurs by conducting one-to-one interviews as well as telephone interviews to produce a high level of response.A decision was taken to collect data from 30 women entrepreneurs.Out of 30, 26 (69%) women entrepreneurs were reached. 4 women entrepreneurs could not be reached because of their non-availability. Those who could not be reached included a woman entrepreneur operating in large industry in manufacturing sector and one entrepreneur each in small, medium and large industry in services sector. Table 2 illustrates the distribution of women entrepreneursreachedfor pilot study.

Table 2:Women Entrepreneurs Reached for Pilot Study

Industry	Micro	Small	Medium	Large	Total Number
Manufacturing	5/5 (100%)	4/4 (100%)	3/3 (100%)	2/3 (67%)	14/15 (93%)
Services	5/5 (100%)	3/4 (75%)	2/3 (67%)	2/3 (67%)	12/15 (80%)
Total	10/10 (34%)	7/8 (87%)	5/6 (83%)	4/6 (67%)	26/30(69%)

2. Response Rate

ISSN:0971-1260
Vol-22- Issue-14-December-2019

The total response rate in manufacturing sector and services sector was 86% and 67% respectively. Table 3 shows the comparison of actual response from women entrepreneurs with the number of women entrepreneurs reached. The overall response rate was 77%, which is quite appropriate to the need and purpose of the study.

Table 3:Actual Response as compared to women entrepreneurs reached

Industry	Micro	Small	Medium	Large	Total Number
Manufacturing	5/5 (100%)	3/4 (75%)	2/3 (67%)	1/2 (50%)	12/14 (86%)
Services	4/5 (80%)	2/3 (67%)	1/2 (50%)	1/2 (50%)	8/12 (67%)
Total	9/10 (90%)	5/7 (71%)	3/5 (60%)	3/4 (75%)	20/26 (77%)

3. Observations for Improving the Research Instrument and Methodology

a) **Reaching the Participants:** Contacting the women entrepreneurs proved to be a difficult job. They were contacted telephonically regarding their availability to fill the questionnaire. Some of them gave their consent to meet personally and most of them were interested in answering the questions on telephone due to the paucity of time on their part. The researcher decided that for the main study, telephone interviews would be an appropriate method to collect data asthey make it easier to access busy professionals and geographically diversepopulations.

b) **Time to complete the survey:**It took almost 20-30 minutes to get satisfactory response from one respondent, which was much more than the time anticipated by the researcher. The researcher decided that for the main study, the questions would be explained in more simple and understandable manner so as to reduce the average completion time to 10-15 minutes.

c) **Degree of Response:**The degree of response was good**.** It indicated that the questionnaire was generally understood.The rate of answered questions was high as most of the questions were found to be clear to the respondents. All the respondents answered questions in sections A, B & C (pertaining to demographic & occupational profile, motivators and problems) of the questionnaire. However, lack of response was visible in sections D & E containing questions related to evaluation of performance&awareness level about governmental and non-governmental schemes/policies. After reviewing each question, it was found that clarity of the questions was not the reason for the lack of response. Feedback of respondents was solicited on the unanswered questions, which proved helpful in retaining these questions in the final questionnaire.

d) **Incomplete questionnaires:** Not even a single question was obligatory, therefore, many respondents did not answer all the questions.Four participants did not complete the last 3 pagesof the questionnaire. One participant completed three out of seven pages. The reason for not completing the last 3 pages or skipping large number of questions was the inhibition to disclose information related to business performance in terms of sales, revenue, profits, number of employees & ROI, and availing of loan.

ISSN:0971-1260
Vol-22- Issue-14-December-2019

For the final study, it was decided to explain these aspects of research to the respondents in such a manner as would help in extracting the required information from them, without divulgingtheir business secrets.

e) **Revision of the questionnaire**: The pilot study resulted into the re-arrangement, mergerand deletion of a few questions under demographic&occupationalfactors. As the questionnaire was found to be lengthy by the respondents, the body of the questionnaire was revised to downsize it from 9 pages to 7 pages.The motivational factors which seem to be similar, were deleted. Some of the questions were merged. The section of the questionnaire pertaining to the factors hindering the growth of women entrepreneurs was revised as per the feedback of the respondents. Likewise, the government as well as non-government schemes &programmes which were not relevant to the study of women entrepreneurs in Punjab, were also stricken off from the questionnaire. As suggested by respondents, multiple answers were permitted where appropriate. Most of the respondents were hesitant in responding to questions related to their performance in terms of sales and profits. Such questions were re-drafted to provide a range to the options available to them. The purpose of revising the research instrument was to increase the level of clarity, ease of completion and to make it user-friendly.

Lessons Learned from the pilot study

Conducting the pilot study prior to the main study proved fruitful to the researcher from personal as well as professional perspective. It helped in refining& redrafting the final design, and provided the researcher with practical experience to enhance skills, confidence and competence to conduct final study.

1. The first lesson learned during the conduct of pilot study was that the participants have to be approached according to their perspective to the topic under study. The perception of the respondent,not the researcher,regarding the various aspects of the study decides the ultimate success or failure of research.
2. The relevant information can be extracted from women entrepreneurs by informally discussing with them the various factors affecting the growth and performance of their business rather than formally asking questions from them.
3. Skill is required to handle the situation where the discussion goes out of track and deviates from the main topic. The statements given by the respondents must be carefully used for the purpose of study by converting them into relevant questions.
4. Some responses can be obtained by giving real life examples which explain the questions in a simpler way and help the researcher to approach the respondents in the desired manner and to understand their perspective.
5. A more personalised and comprehensive strategy is needed to collectthe complete information while administering the questionnaire to women entrepreneurs.
6. Resource-efficient approach is to be adopted for conducting the main study. Telephone interviews are resource-efficient and are comparable to face-to-face interviews.
7. There is a need toacknowledgethat the engagement and involvement of participants would depend on their circumstances, willingness andcompeting demands on their time.

ISSN:0971-1260
Vol-22- Issue-14-December-2019

Conclusion

The practicability of the questionnaire, and the reliability of methods employed for data collection weretested.Active participation and relatively good response rate in the pilot study from women entrepreneurs running industries which differ in terms of nature and size, confirmed the feasibility of undertaking the final study by employing re-shaped and refined process. Pilot study has resulted into an increase in the skills and confidence of the researcher to conduct the final study. The key lessons learned will be critical for full scale study. But the researcher also faced many challenges while conducting the pilot studyin ethical, social and professional terms. Addressing these challenges may add to the existing knowledge on women entrepreneurship. Awell-planned pilot study benefits both qualitative and quantitative researchers. This paper has focusedon piloting qualitative data collection methods used by the researcher in the field of women entrepreneurship. The purpose of the pilot study wasto solicit key inputs from the research participants and incorporating them in the main study. The experiences shared by the researcher in this paper would provide guidelines to those who are new to the field of qualitative research. This paper thus concludes that conducting a pilot study leads to many benefits and that there is aneed for more discussion among researchers on both the processes and implications of pilot studies. This paper highlights the value of pilot testing in terms of improving the design of research studies, adds to the body of knowledge on pilot studies, and contributes to the development of research in the field of women entrepreneurship by suggesting newer, better and more refined ways of conducting the research.

Despite their unparalleled role in the field of qualitative as well as quantitative research, pilot studies rarely find place in literature and are highly under-reported and under-used.Researchers should report more findings from pilot studies and in particular, report in more detail the improvements made to the study design and the research process (van Teijlingen et al, 2001).Making the results of a pilot study widely available can influence research resources and prevent needless repetition of effort (Connelly, 2008; Conn et al, 2010; Wolfe, 2013). Pilot studies need attention in the broader research context.Publishing ofoutcomes of pilot studies is useful as it would help in applying the lessons learned in one field to other fields. By reporting on various methodological and practical issues in qualitative research, this paper has attempted to enrich the scarcely available literature with the value of application of pilot studies in all types of research.

References

Agarwal Sucheta, Usha Lenka, (2016) "An exploratory study on the development of women entrepreneurs: Indian cases", Journal of Research in Marketing and Entrepreneurship, Vol. 18 Issue: 2, pp.232-247

Arain, M., Campbell, M. J., Cooper, C. L., & Lancaster, G. A. (2010), “What is a pilot or feasibility study? A review of current practice and editorial policy”, BMC Medical Research Methodology, 10(67). doi: 10.1186/1471-2288-10-67.

ISSN:0971-1260
Vol-22- Issue-14-December-2019

Arnold, Donald, Burns, Karen E. A., Adhikari, Neill K. J., Kho, Michelle E., Meade, Maureen O., Cook, Deborah J (2009), "The design and interpretation of pilot trials in clinical research in critical care", Critical Care Medicine, Volume 37, Issue 1, pp S69-S74

Beebe LH (2007), "What can we learn from pilot studies?", PerspectPsychiatr Care, 43(4): 213–8. doi: 10.1111/j.1744-6163.2007. 00136.x

Carr ECJ, Worth A (2001),"The use of telephone interview for research", NTResearch. 6, 1, pp 511-25.

Cohen, L., Manion, L., & Morrison, K. (2007), "Research methods in education", (6th ed.). London: Routledge/Falmer

Conn VS, Algase DL, Rawl SM, Zerwic JJ, Wyman JF (2010), "Publishing pilot intervention work", West J Nurs Res 32(8): 994–1010. doi: 10.1177/0193945910367229

Connelly LM (2008),"Pilot studies",MedsurgNurs 17(6): pp 411–2

Doody Owen and DoodyCatriona M (2015), "Conducting a pilot study: Case study of a novice researcher", British journal of nursing (Mark Allen Publishing)

Goyal Meenu and Jai Parkash (2011) "Women Entrepreneurship in India-Problems and Prospects." Zenith International Journal of Multidisciplinary Research Vol.1 Issue 5, pp195-207

Gudmundsdottir, G. B., & Brock-Utne, B. (2010), "An exploration of the importance of piloting and access as action research", Educational Action Research, 18(3),pp 359-372.

Joy Fraser, Dorothy (Willy) Fahlman, Jane Arscott, and Isabelle Guillot (2018), "Pilot Testing for Feasibility in a Study of Student Retention and Attrition in Online Undergraduate Programs", International Review of Research in Open and Distributed Learning, Volume 19, Number 1

JRodney Turner (2005), "The role of pilot studies in reducing risk on projects and programmes"
Elsevier, International Journal of Project Management, Volume 23, Issue 1, Pages 1-6

JunyongIn(2017), "Introduction of a pilot study",Korean Journal of Anaesthesiology, Published online 2017 Nov 14

Kate Kelle, Belinda Clark, Vivienne Brown, John Sitzia (2003), "Good practice in the conduct and reporting of survey research", International Journal for Quality in Health Care, Volume 15, Issue 3

LaGasse AB (2013),"Pilot and feasibility studies: Application in Music Therapy Research", J Music Ther 50(4): 304-20. doi: 10.1093/jmt/50.4.304

Lancaster, GA, Dodd, S, Williamson PR (2004), "Design and analysis of pilot studies: recommendations for good practice", J Eval Clin Pract 10(2): pp307-12

ISSN:0971-1260
Vol-22- Issue-14-December-2019

Leon, A. C.; Davis, L. L.; Kraemer, H. C. (2011),"The role and interpretation of pilot studies in clinical research", Journal of Psychiatric Research 45(5): pp626–629.

Manshani Sapna & Dubey Anjna (2017)," Start-up Women in Start-up India: A Study of Women Entrepreneurs in India", International Journal of Business and General Management Vol. 6, Issue 4, Jun - Jul 2017; pp. 91-100

Mathew Rincy V. and N. Panchanatham (2011), "An Exploratory Study on The Work-Life Balance of Women Entrepreneurs in South India", Asian Academy of Management Journal, Vol. 16, No. 2, pp. 77–105

Michael H. Morris, Nola N. Miyasaki, Craig E. Watters and Susan M. Coombes (2006), "The Dilemma of Growth: Understanding Venture Size Choices of Women Entrepreneurs", Journal of Small Business Management 44(2), pp. 221–244

Moore G., Rickey E. Carter, Paul J. Nietert, Paul W. Stewart (2011), "Recommendations for Planning Pilot Studies in Clinical and Translational ResearchCharity" CTS, Vol. 4, Issue 5

Nashwa Ismail, Gary Kinchin, Julie-Ann Edwards (2018) "Pilot Study, Does It Really Matter? Learning Lessons from Conducting a Pilot Study for a Qualitative PhD Thesis" international Journal of Social Science Research ISSN-23275510, Vol.6, No.1

Osama A. Hazzi, Issa Sh. Maldaon, "A Pilot Study: Vital Methodological Issues",Verslas: Teorijairpraktika / Business: Theory and Practice, 16(1): pp 53–62

Polit, D. F.; Beck, C. T.; Hungler, B. P. (2001),"Essentials of nursing research: methods, appraisal, and utilization", 5th ed. Philadelphia: Lippincott Williams and Wilkins. 544 p.

Porta, M. (2008), A dictionary of epidemiology. 5th ed. Oxford: Oxford University Press.

Sampson H (2004),"Navigating the waves: the usefulness of a pilot inqualitative research", Qualitative Research. 4, 3, pp 383-402.

Sanchita, (2013) "Women Entrepreneurship in Haryana: Challenges and Problems", Voice of Research, Vol. 2 Issue 1, June 2013.

Sharma Shivani (2012) "Marketing Strategies for Women Entrepreneurs of Punjab: A SWOT Analysis", Women Studies Centre, Punjabi University, Patiala

Siddiqui A.B. (2012) "Problems Encountered by Women Entrepreneurs in India", International Journal of Applied Research & Studies, Vol. I Issue (II), 2012, pp 1-11.

Singh, Surinder Pal (2008) "An Insight into The Emergence of Women-owned Businesses as an Economic Force in India." Paper presented at Special Conference of the Strategic Management Society, December 12-14, 2008, Indian School of Business, Hyderabad.

Teijlingen E, Rennie A, Hundley V,Graham W (2001), "The importance of conducting and reporting pilot studies: The example of the Scottish Birth Survey", J Adv Nurs., 34(3):

ISSN:0971-1260
Vol-22- Issue-14-December-2019

pp 289-295.

Tewari Vikeshi, Dr. Shradha Banga Malhotra (2014), "Outlook of women entrepreneurs running small business: How skills as a major factor affecting performance and growth of women entrepreneurs in India?" International Journal of Advance Research in Computer Science and Management Studies, Volume 2, Issue 12

V. Kanti Prasad, G. M. Naidu, B. Kinnera Murthy (2013), "Women entrepreneurs and business venture growth: an examination of the influence of human and social capital resources in an Indian context", Journal of Small Business & Entrepreneurship, Volume 26, Issue 4, pp 341-364

Wolfe BE (2013),"The value of pilot studies in clinical research: a clinical translation of the research article titled 'In search of an adult attachment stress provocation to measure effect on the oxytocin system". J Am Psychiatr Nurses Assoc 19(4): pp 192–4.

Wray J, Archibong U and Walton S (2017),"Why undertake a pilotin a qualitative PhD study? Lessons learned to promote success"Nurse Researcher. 24(3): 31-35, published by RCNi.

Yujin Kim (2011),"The Pilot Study in Qualitative Inquiry: Identifying Issues and Learning Lessons for Culturally Competent Research", Qualitative Social Work,Volume: 10 issue: 2, pp 190-206